



CITY OF LINCOLN ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

March 8, 2017

8:00 AM

Lincoln City Hall

600 Sixth Street, Lincoln, CA 95648

First Floor Meeting Room

ROLL CALL: Matthew Brower, Matthew Gardner, Peter Gilbert, Jerry Harner, Joann Hilton, Dan Karleskint, Mike Miller (Chair), David Plaut, Cathi Ruff, Cherri Spriggs-Hernandez, Shawn Tillman, Sally Welch (Vice Chair), Carol Witten

MINUTES: Approval of Minutes from February 8, 2017

PUBLIC COMMENT: Citizens may address the Committee regarding items not posted on the agenda. In most cases, the Committee may not discuss or take action on items not posted on the agenda.

COMMITTEE BUSINESS:

1. Communication & Branding
2. Data Collection, Analysis and Recommendations
3. Linkages, Relationships and Advocacy
4. Tools for Staff Use and Council Inquiries

INFORMATION ITEMS/UPDATES:

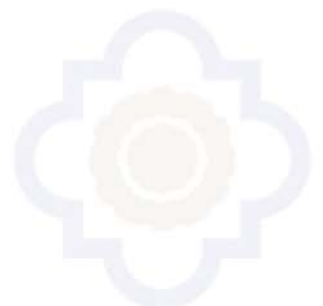
1. Unemployment Data January 2017

OTHER ITEMS:

1. Future agenda Items (See attachment)
 - a. Village 5 Update: (May 2017)
 - b. EDC Award
 - c. Parklet Presentation
 - d. Business Outreach
 - e. Destination Promotion

NEXT SCHEDULED MEETING:

April 12, 2017, 8:00 AM



Economic Development Committee Meeting Minutes, Wednesday 2/8/17

Call to Order: Mike Miller (EDC Chair) at 8:00AM

Present: Mike Miller (EDC Member Chair), Sally Welch (EDC Member Vice-Chair), Dan Karleskint (City Council), Peter Gilbert (City Council), Matt Brower (City Manager). EDC Members: Cathi Ruff, Cherri Spriggs-Hernandez, Matt Gardner, Carol Witten, Joann Hilton, Jerry Harner, and David Plaut.

Absences: Shawn Tillman (EDC Manager)

Motion for Minutes Approval: Motion by Jerry Harner, Matt Gardner 2nd.

Guests: Roger Ueltzen (Chair Sports Tourism), Bob Romness (Western Placer Education Foundation), Michelle Hayward MacDonald (5th generation Lincoln citizen), Stan Nader (City Councilmember).

Public Comment: Roger Ueltzen expressed his congratulations to staff and all volunteers for the successful opening day of the McBean Baseball Stadium with the William Jessup Warriors Team on January 28th. Roger said about 1,000 people attended the opening day.

Committee Business:

1. Introduction of new EDC Member: David Plaut, Technology Consultant of CVT Consultants, serving small to medium size businesses.
2. Nomination of Chair and Vice Chair: Motion by Carol Witten, Joann Hilton 2nd for Mike Miller as Chair and Sally Welch as Vice Chair.
3. Retreat Follow Up: A review of the Scorecards and Action Plans with a presentation by Matt Brower. A flow chart of Balanced Score Card of City Council and City Manager (Strategic View), the EDC Score Card (Tactical View), and the EDC Goals and Action Plans (Actionable Items) plus three detailed handouts furthered the dynamic discussion for review and revisions.
4. Next Steps: Volunteer Team Leaders for the EDC Goals and Action Plans:

Cherri Spriggs-Hernandez for Communication & Branding,
Matt Gardner for Data Collection, Analysis & Recommendations,
Cathi Ruff for Linkages, Relationships & Advocacy,
Mike Miller for Tools for Staff Use and Council Inquiries.

Updates:

1. New Business Licenses in January 2017 reflects 41 business applications in Lincoln.
2. Unemployment Data for December 2016 reflects Lincoln at a 4.4% Unemployment Rate.

Member Reports:

1. Jerry Harner distributed the Greater Sacramento Economic Council brochure "Certified Champions Program" about certification for leaders as advocates for the six-county Greater Sacramento area.
2. Cherri Spriggs-Hernandez related that entrepreneurships affect local business. She is a Lincoln Chamber Board Member. Cherri has and will continue to post videos to social media, highlighting local businesses and their owners.

Future Agenda Items:

1. Mike Miller will supply a list of past "Future Agenda Items" for review by EDC.
2. Team Leaders of the Goals & Action Plans will update EDC.
3. Initiate a plan for a joint Summit Meeting of EDC, Downtown Lincoln, & Lincoln Chamber of Commerce to help formalize the relationship between these three entities.

Meeting Adjourned: 9:35AM by Chair Mike Miller
Respectfully submitted by Carol Witten, EDC Member

Goals and Action Plans from February 8 EDC Meeting

EDC Goals & Action Plans							
Goals	Title	Desired Outcome(s)	Metrics Supported	Action Plan			
				Action	Responsible	Target Date(s)	Comp. Date(s)
1	Communication & Branding	1A) Implement digital media communication plan and ongoing branding refresh	1,2	Develop specific Social Media ED Communication plan with ongoing branding refresh			
		1B) Dev. Log of data via interactions with area businesses	1,2	Interview 6 business annually via invitation to monthly EDC meetings	Chair/Vice Chair		
		1C) Report out to CC on quarterly basis	2	Report out with specific observations and recommendations			
2	Data Collection, Analysis and Recommendations	2A) Locate and garner access to relevant data sources that can be leveraged for identification of economic opportunities and threats to City	1,2	Identify and garner access to data sources			
				Review data sources for identification of trends and patterns			
				Leverage data sources to answer specific questions &/or requests	EDC		
				Develop operational metrics for ongoing tracking			
		2B) Score card update & action plan review	3	Strategic annual review of scorecard/action plan			
				Review performance on monthly basis			
3	Linkages, Relationships and Advocacy	3A) Foster networks for information exchange and advocacy	1,2	Attend on economic development seminar/workshop/chamber/ community development event per year			
				Work with Chamber to assess needs of key businesses in area			
				Develop recognition program			
4	Tools for Staff Use and Council Inquiries	4A) Assist Economic Development Manager with reviewing, updating, and assembling marketing packages for recruitment purposes on an as needed basis--attempt to respond within specific time frames relevant to requests	1,2	Be responsive to requests			

City Manager's Office/EDC Balanced Score Card 2017

[illegible]

City of Lincoln 2016-2017 Balanced Score Card - City Council & Matt Brower

[illegible][illegible][illegible][illegible]

Cherri edits to Communications Action Plan

EDC Goals & Action Plans							
Goals	Title	Desired Outcome(s)	Metrics Supported	Action Plan			
				Action	Responsible	Target Date(s)	Comp. Date(s)
1	Communication & Branding	1A) Work with Economic Development Manager to develop an annual communications plan including timeline.	1,2	Prepare an annual communications plan that utilizes various communications platforms including social, earned media, paid digital media and community outreach. Communications plan should be prepared by the January meeting, presented to the EDC for revisions/adoptions and approved no later than the February Meeting. The Plan should focus on communication strategies around EDC goals such as data collection and analysis, relationships and advocacy as well as other key elements outlined by the Economic Development Manager.	Sub-Committee Chair		
		1B) Create and implement an annual business outreach program.	1,2	Interview 6 business annually via invitation to monthly EDC meetings and/or in-person visits. The purpose of the program is to identify successful businesses and learn about their experiences so that the EDC can use the case studies as anecdotes when they are representing Lincoln in other forums outlined under the Linkages, Relationships and Advocacy Goal. Ongoing.	Sub-Committee Chair		
		1C) Create and manage an EDC speakers bureau.	1,2	Work with the Economic Development Manager and the Linkages, Relationships and Advocacy Sub-Committee to create a speakers bureau that sends EDC members out into the community to talk about the incredible business opportunities found in Lincoln. Ongoing.	Sub-Committee Chair		
		1D) Quarterly City Council Reports	2	Report Quarterly Progress, Key Actions and Milestones	EDC Chair		
2	Data Collection, Analysis and Recommendations	2A) Locate and garner access to relevant data sources that can be leveraged for identification of economic opportunities and threats to City	1,2	Identify and garner access to data sources			
				Review data sources for identification of trends and patterns			
				Leverage data sources to answer specific questions &/or requests	EDC		
				Develop operational metrics for ongoing tracking			
		2B) Score card update & action plan review	3	Strategic annual review of scorecard/action plan Review performance on monthly basis			
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City of Lincoln

Economic Development Committee

Future Agenda Topics:

Information Updates

Village 5 Update

Sales Tax Presentation

Sunset Area Repositioning

Truck Traffic on Lincoln Blvd

Parklet Presentation

Future Projects

Asset Inventory/Targeting

Downtown Summit

EDC Award/Recognition Program

Business Outreach Program

General Plan Update

Monthly Labor Force Data for Cities and Census Designated Places (CDP)
January 2017 - Preliminary
Data Not Seasonally Adjusted

Area Name	Labor Force	Employment	Unemployment Number	Unemployment Rate	Census Ratios Emp	Census Ratios Unemp
Placer County	179,500	171,400	8,100	4.5%	1.000000	1.000000
Auburn city	6,900	6,500	400	5.3%	0.037945	0.044642
Colfax city	1,100	1,000	100	8.6%	0.005861	0.011639
Dollar Point CDP	500	500	0	1.1%	0.003152	0.000685
Foresthill CDP	900	900	0	3.8%	0.005264	0.004451
Granite Bay CDP	11,500	11,000	500	4.2%	0.064164	0.058659
Kings Beach CDP	2,500	2,400	100	5.9%	0.013845	0.018260
Lincoln city	18,600	17,700	900	4.9%	0.103334	0.113436
Loomis town	3,100	3,000	100	3.1%	0.017606	0.011748
Meadow Vista CDP	1,400	1,400	100	3.5%	0.008042	0.006163
North Auburn CDP	5,600	5,400	300	4.5%	0.031381	0.031155
Rocklin city	30,400	29,000	1,400	4.6%	0.169433	0.171575
Roseville city	64,700	62,000	2,800	4.3%	0.361434	0.339981
Sunnyside Tahoe City CDP	1,100	1,000	100	4.9%	0.006069	0.006676
Tahoe Vista CDP	1,000	1,000	0	4.1%	0.005670	0.005136

CDP is "Census Designated Place" - a recognized community that was unincorporated at the time of the 2009-2013 5-Year American Community Survey (ACS).

Notes:

- 1) Data may not add due to rounding. All unemployment rates shown are calculated on unrounded data.
- 2) These data are not seasonally adjusted.

Methodology:

Monthly city labor force data are derived by multiplying current estimates of county employment and unemployment by the relative employment and unemployment shares (ratios) of each city at the time of the 2009-2013 American Community Survey. Ratios for cities were developed from special tabulations based on ACS employment, unemployment, and population and Census population from the Bureau of Labor Statistics. For smaller cities and CDPs, ratios were calculated from published census data.

Monthly CDP's labor force data are derived by multiplying current estimates of county employment and unemployment by the relative employment and unemployment shares (ratios) of each CDP at the time of the 2009-2013 ACS survey. Ratios for CDPs' were developed from special tabulations based on ACS employment and unemployment from the Bureau of Labor Statistics.

This method assumes that the rates of change in employment and unemployment since the

Data Not Seasonally Adjusted

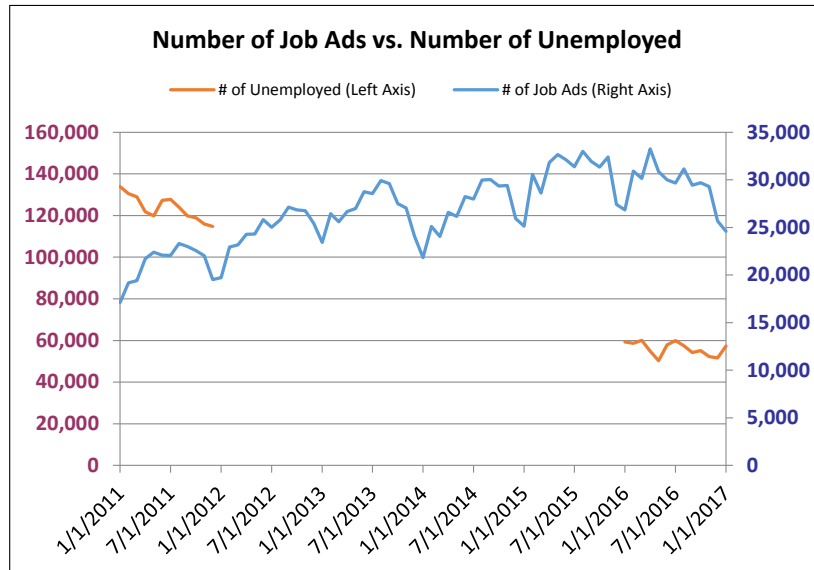
Area Name	Labor Force	Employ- ment	Unemployment Number	Rate	Census Ratios Emp	Unemp
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2009-2013 American Community Survey are exactly the same in each city and CDP as at the county level (i.e., that the shares are still accurate). If this assumption is not true for a specific city or CDP, then the estimates for that area may not represent the current economic conditions. Since this assumption is untested, caution should be employed when using these data.

Recent Job Ads for Sacramento Roseville Arden Arcade MSA

Not Seasonally Adjusted - January 2017

“Unemployment data for the years 2012 – 2015 are unavailable due to the annual [benchmarking](#) process.
Data will be added as it is released by the Bureau of Labor Statistics.”



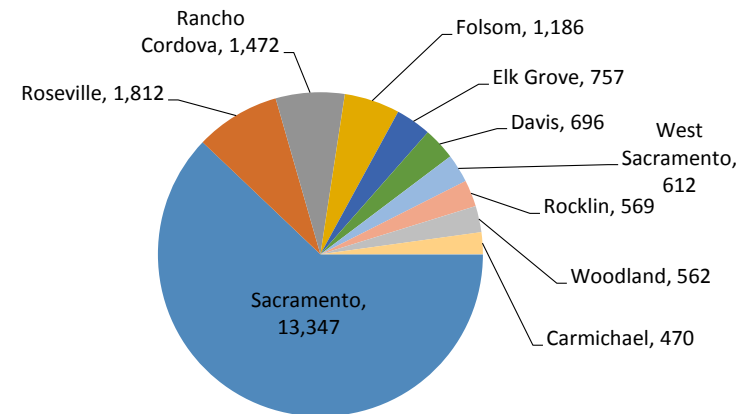
Occupations with Most Job Ads

Registered Nurses - 1069
Heavy and Tractor-Trailer Truck Drivers - 612
Customer Service Representatives - 538
First-Line Supervisors of Retail Sales Workers - 486
First-Line Supervisors of Office and Administrative Support - 456
Computer Systems Analysts - 428
Retail Salespersons - 425
Computer User Support Specialists - 372
Software Developers, Applications - 363
Medical and Health Services Managers - 358

Employers with Most Job Ads

Dignity Health - 554
Sutter Health - 488
University of California, Davis - 252
Accenture - 226
Los Rios Community College District - 218
Soliant - 217
Kaiser Permanente - 211
Randstad - 209
Robert Half International - 189
Intel - 181

Cities with Most Job Ads



Note: The data provided does not suggest that the occupations of the unemployed directly align with the occupations of the advertised vacancies.
Sources: Employment Development Department, Labor Market Information Division; Help Wanted Online from The Conference Board and WANTED Technologies